

# NEWSLINER



## New Craftspeople Juried into KCMP For 2004

The Kentucky Craft Marketing Program (KCMP) recently accepted 39 new entries for participation in the Program at its annual jury session. An additional 11 craftspeople may be included, after successful completion of the Program's jury mentoring program, making a total of 50 newly juried participants in the Program.

The 2004 session was conducted by a panel of in-state and out-of-state craft professionals. Out-of-state jurors included: Hal Stevens, Hal Stevens & Associates, a national trade show organizer and Carole Summers, Hand-made in America, Asheville, North Carolina.

In-state jurors included: Tim Glotzbach, Founding Director/Dean, Kentucky School of Craft, Hindman; Victoria Faoro, Executive Director/Buyer, Kentucky Artisans Center at Berea; and Kathy West, Promenade Gallery, Berea, Kentucky.

Entries were scored by jurors in three areas: design, technique, and originality or authenticity.

Staff of the Kentucky Folklife Program provided expertise in terms of authenticity of traditional and folk crafts. Applicants whose scores fell within a few points of the qualifying score were paired with juried participant mentors who assist applicants in understanding how to bring his/her work to the standards required by the CMP. After successfully completing the mentoring program, these applicants can be granted all the benefits of a CMP juried participant without having to wait an additional year to rejury.

"We are extremely pleased with the success of the mentoring program, now in its third year. It represents an effort toward greater flexibility in how programs are structured in order to better serve our artisan business needs," says Fran Redmon, Craft Marketing Program director. New juried members, Gina and Mark Eubank said, "We are really excited to be apart of the KCMP. We see the program as an important tool to further our businesses. We hope to tap into pro-

fessional advise and direction with the program."

Juried members will have an opportunity to participate in wholesale and retail venues, such as the New York International Gift Fair; Kentucky Crafted: The Market; The Governor's Derby Day Celebration; The Kentucky Collection; and other statewide initiatives.

Participants also may use the "Kentucky Crafted" logo and receive technical assistance for their business and craft. Congratulations to all of the new members!

See New Member Listing



Out-of-state juror Hal Stevens scores an entry During the jury process.

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## Market Advisory Committee Report, 2005 Market Changes

During the May 18<sup>th</sup>, 2004 Market Advisory Committee meeting, changes were discussed to enhance The Market 2005 and all members agreed that having a "collectors preview" for special retail (public) customers on Friday evening could be very productive. The "collectors preview" will replace the awards dinner. Exhibitors will remain in their booths for Friday evening from 5:00 – 8:00 p.m. and The Market will stay open for buyers, special guests, and "special" top retail customers/collectors. A list of these retail customers will be collected from each exhibitor and the Craft Marketing Program will send out special invitations prior to the Market. Retail (public) customers will still have to pay to attend, however, they will be able to shop on Friday evening prior to the regular public days. A reception will be ongoing with drink and food areas located inside the exhibit hall so all can enjoy. Booth and retailer awards will still be presented sometime during the preview party. Detailed information will be included in the Exhibitor Manual for the upcoming 2005 Market.

The committee also agreed that having the out-of-state guest exhibitors would continue. They agreed that it is an asset to the show and keeps the Market fresh with new exhibitors. Although Craft Marketing Program maintains a waiting list, due to cancellations, all Kentucky exhibitors on the list have been able to participate.

The Craft Marketing Program is working with the state of Montana for a one-time participation in the upcoming 2005 Market as part of their efforts to develop a new program modeled after the Craft Marketing Program. This participation

will help educate Montana's artists with exhibiting in a wholesale/retail show for the first time. The committee liked the idea of the diversity of the exhibitors and felt that it was more on a national level for education, especially when looking at the Kentucky School of Craft and the excellent training opportunities. Also, there may be some opportunities for the Craft Marketing Program for funding for possible exhibitor exchanges. [http://kentucky.gov/Newsroom/KY\\_CRAFT\\_MKT\\_PGM/PR\\_Montana\\_0704.htm](http://kentucky.gov/Newsroom/KY_CRAFT_MKT_PGM/PR_Montana_0704.htm)

Current members include: Cynthia Carr, Justine Dennis, David and Donna Glenn, Mary Reed, Marianna McDonald, Amber Luallen, John Gage, Bill and Donna Madden, Elizabeth Smith, Paula Cunningham, Ed Mastrean, Bob Gates, Susan Berdeaux, Sharon Haines and Cynthia Bender.

The Craft Marketing Program would like to thank Jack and Linda Fifield, Rich Kolb, Jamie Brumm, Mark Payton, Elsie Kay Harris, and Bart Anderson for their time and commitment serving on the Advisory Committee for the past three years. They have been a part of the committee working together to make the Market the best it can be.

New members are being contacted and will be announced in a future publication.

## Kentucky Crafted: The Market, 2005

**South Wing A  
Kentucky Fair and  
Exposition Center  
Louisville, Kentucky  
Since 1982**

**Trade Only Days March 3-4  
Public Days March 5 - 6**  
Saturday, 9am - 6pm -  
Sunday, 10am - 5pm, (EST)

300 Exhibitors of Fine Traditional,  
Folk & Contemporary Crafts,  
Two-Dimensional Visual Art, Mu-  
sical Recordings, Books & Food  
Products

Kentucky Cultural  
Entertainment & Children's Craft  
Activities (ages 4-12)  
Adults \$8 Children (ages 15 and  
under Free) Parking \$5

**Call 888-KYCRAFT (592-7238)**  
**[www.kycraft.ky.gov](http://www.kycraft.ky.gov)**  
**[kycraft@ky.gov](mailto:kycraft@ky.gov)**

Official Market Program on the web  
(visit web site for details)

### Product Showcase!

Featuring great products for  
every room in your home plus  
your garden.

**One-of-a-kind  
Gallery Section Returns for  
2005!**

## Wholesale Showroom in Berea

In partnership with the Kentucky Artisan Center at Berea, the Craft Marketing Program is developing a new service for retailers to access Kentucky products. The retail space of the Artisan Center will also function as a wholesale showroom for retailers! This effort has developed as a result of work documented by the KCMP staff through the Kentucky Collection (KC). The KC, a pilot project spanning the last three years, provided a unique opportunity for select Kentucky retailers to purchase quality, medium-priced Kentucky crafts, visual arts, food, music, videos, and books. The Kentucky Collection is presented for sale in customized displays with signage and marketing support for the retailers. Eleven in-state retailers were initially selected to test market the Collection. The KC continues to give KCMP staff hands-on experience in working

with stores and understanding their needs. Currently, nine stores are participating in the Kentucky Collection program. The Artisan Center showroom will provide a year-round opportunity for all retailers to place orders and shop at their convenience, thus expanding existing retailer services to those coordinated by KCMP staffer, Vallorie Henderson.



Artisan Center at Berea



## Kentucky Collection to Expand

Through cooperative efforts with the Kentucky Department of Parks, the Kentucky Collection will be expanded to include additional state park gift shops. The Kentucky Collection is currently in Lake Barkley, Barren River, Kentucky Dam Village, Lake Cumberland, and Natural Bridge State Resort Parks. The shops to be phased in over the next several months include: My Old Kentucky Home, Cumberland Falls Resort Park, Constitution Square Historic Site and Rough River Resort Park. While budget reductions will not permit the KCMP to provide customized units to the parks, KCMP and Parks staff will work to place KC merchandise together in an area supported by signage, advertising and marketing.

For more information about the Kentucky Collection, contact [nancy.atcher@ky.gov](mailto:nancy.atcher@ky.gov), (502) 564-3757 ext. 4816.

For Buyers' Services, Vallorie Henderson, [vallorie.henderson@ky.gov](mailto:vallorie.henderson@ky.gov), (502) 564-3757 ext. 4811.

## Sample of the various Kentucky Collection products



## Kentucky Arts Council Partners with Louisville Free Public Library to Celebrate National Arts and Humanities Month

The Kentucky Arts Council is very interested in working more closely with the public libraries throughout the Commonwealth as venues for connecting the arts to the public. As a demonstration project, the Kentucky Arts Council is partnering with the Louisville Free Public Library to celebrate National Arts and Humanities Month throughout October 2004. The Louisville Free Public Library will be featuring performing and visual artists from the Kentucky Arts Council's adjudicated programs including the Kentucky Performing Arts Directory, Arts Education Roster of Artists, Visual Arts at the Market and the Kentucky Craft Marketing Program. This partnership is targeted to expand the public awareness and appreciation for the benefits of both the Kentucky Arts Council and the Louisville Free Public Library.

Program performances, exhibits, workshops and demonstrations will be scheduled in each of their 17 branch locations all through the month. A complete schedule of events and their locations will be posted on the Louisville Free Public Library's Web site at [www.lfpl.org](http://www.lfpl.org). Metro Louisville's public library serves the general public and has over 250,000 active cardholders. Door counts for all 17 locations run close to 300,000 per month.

The Library has sent out a call to performing, visual and craft artists adjudicated into Kentucky Arts Council and Kentucky Craft Marketing Programs to participate. If you are among this group of artists and would like to demonstrate your art form, give workshops, display your work or perform in October, contact the *Arts Council @ the Library Booking Office* to discuss availability and your presentation or performance idea. The Library is interested in presentations for children and families, seniors, teens and international newcomers. The contacts are **Norman Morton** [norm@lfpl.org](mailto:norm@lfpl.org) at 502-574-1845 or **Jim Collings** [collings@lfpl.org](mailto:collings@lfpl.org) at 502-574-1662. For e-mail booking

## Kentucky Crafted: The Market Named in Top 25 Art Fairs and Festivals

Based on reader nominations from a national online survey, Kentucky Crafted: The Market has been selected as one of the Top 25 Art Fairs and Festivals in the country by AmericanStyle Magazine. Ballots appeared in the June 2004 issue and results were published in the October issue, which hit newsstands August 24. Results are also available online at [www.americanstyle.com](http://www.americanstyle.com). "The Market came in #15, and are included among some very prestigious company," said Fran Redmon, director of the Kentucky Craft Marketing Program (KCMP).

"AmericanStyle's first-ever Top 25 Art Fairs and Festivals list includes events from the offbeat to the swanky, in big cities and small towns, with fine art and funky collectibles. But all pride themselves on the high quality of their artists—and all, evidently, have won attendees' favor," said Karol V. Menzie, AmericanStyle, contributing writer.

A big **thank you** to all of you that responded to AmericanStyle, making it possible for Kentucky Crafted: The Market to be in the top 25.

### The 2004 Top 25 Art Fairs and Festivals are:

1. **Ann Arbor Street Art Fair**, Ann Arbor, Mich.
2. **Bayou City Art Festivals**, Houston, Texas
3. **Sawdust Art Festival**, Laguna Beach, Calif.
4. **Cherry Creek Arts Festival**, Denver, Colo.
5. **Paradise City Arts Festivals**, Florida, Massachusetts and Pennsylvania
6. **League of New Hampshire Craftsmen's Fair**, Newbury, N.H.
7. **American Craft Exposition**, Evanston, Ill.
8. **Smithsonian Craft Show**, Washington, D.C.
9. **Scottsdale Arts Festival**, Scottsdale, Ariz.
10. **International Exposition of Sculpture Objects & Functional Art (SOFA)**, Chicago, New York and Palm Beach, Fla.
11. **Sausalito Art Festival**, Sausalito, Calif.
12. **Craft Fair of the Southern Highlands**, Asheville, N.C.
13. **American Craft Council Baltimore Show**, Baltimore, Md.
14. **Philadelphia Museum of Art Craft Show**, Philadelphia, Pa.
15. **Kentucky Crafted: The Market**, Louisville, Ky.
16. **Festival of Arts/ Pageant of the Masters**, Laguna Beach, Calif.
17. **Washington Craft Show**, Washington, D.C.
18. **Santa Fe Indian Market**, Santa Fe, N.M.
19. **Winter Park Sidewalk Art Festival**, Winter Park, Fla.
20. **Long's Park Art & Craft Festival**, Lancaster, Pa.
21. **Allentown Art Festival**, Buffalo, N.Y.
22. **Philadelphia Furniture and Furnishings Show**, Philadelphia, Pa.
23. **Downtown Festival & Art Show**, Gainesville, Fla.
24. **Arts Festival at Rockefeller Center**, New York, N.Y.
25. **Bucktown Arts Festival**, Chicago, Ill.

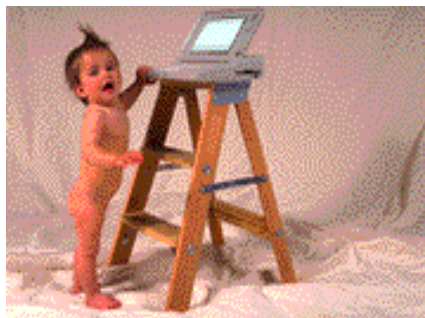


## START WHERE YOU ARE!

With over 400 juried participants in the Program, computer comfort levels range from “I don’t have a computer and I don’t want one,” to “I’m looking for additional ways to market this terrific website I’ve built.” In this first Tech Tips column we’ll offer some tips for novice users, and solicit your input to help provide valuable content for subsequent tips.

If you don’t have a computer at home, you may think you don’t own one. Actually, your tax dollars have purchased computers at your county library, and your library director and staff can help you learn to use them. Take advantage of these resources. You pay for them!

A good way to get started is with instruction geared toward kids. The language is not at all condescending, and trainers do not assume you are already familiar with computer terminology.



Try visiting [www.kidzonline.org](http://www.kidzonline.org) by Nortel Network, a non-profit, educational organization whose goal is to “make technology education fun, easy, engaging and readily available.”

KidzOnline offers instruction on internet basics, finding information online, determining the credibility of information you find, and communicating effectively online. They also offer preliminary instruction in digital imaging, website design, graphics, and animation.

Seventy percent of all juried participants have email addresses. This allows us to quickly communicate information and opportunities, and to save money on printing and mailing. Artisan benefits include the convenience of online registration, and timely access to business opportunities.

Email [kycraft@ky.gov](mailto:kycraft@ky.gov) to suggest topics for future Tech Tips, or to answer this month’s Tech Question: “Has selling your products

**Have a website?** Do you offer online sales?

Tell us about your experience so that we may share it with other artists.

Email [kycraft@ky.gov](mailto:kycraft@ky.gov) with your comments and suggestions.....

## **CMP Announcements**

### **Start-up Grants Available for Arts Organizations in Kentucky**

*Deadline nears for grant assistance to new and emerging arts organizations in Kentucky.*

October 1, 2004 is the deadline to submit the required "Intent to Apply" form for the Kentucky Arts Council's **Community Arts Development Program**. This program offers operational funding support and provides technical assistance to new and emerging local arts organizations for integrating arts into the community. The program offers a three-year sequence of grants (\$500, \$1000 and \$2000 respectively) and technical assistance to increase organizational development and stability.

**To be eligible for the grant in the first year, organizations or groups must have completed initial planning and board recruitment and must be applying for or have received a Kentucky not-for-profit incorporation or IRS tax-exempt status. Second and third year grants are only available to those groups or organizations that have previously received Community Arts Development Grants and have successfully completed performance expectations. Final application is due January 15, 2005.**

Intent to Apply forms, Applications and Guidelines and Instructions are available online at [http://artscouncil.ky.gov/guide/prog7/ca\\_gdl.html](http://artscouncil.ky.gov/guide/prog7/ca_gdl.html) or in alternate formats upon request. For more information, contact Amber Luallen, Community Arts Program Director, toll free at 1-888-833-2787 ext. 4809 or e-mail [amber.luallen@mail.state.ky.us](mailto:amber.luallen@mail.state.ky.us) <<mailto:amber.luallen@mail.state.ky.us>>.

### **The Circuit Rider program, as we knew it, has ended**

"I have truly enjoyed working with many, many artists, arts organizations, community members and organizations. It has been my honor to get to know you. I look forward to seeing most of you as I continue my involvement in the arts community. You are all doing wonderful work! "

"Thank you."

Suzanne Adams

### **A note from the KY Arts Council executive director and staff:**

For the last eight years the Circuit Riders, Kentucky Arts Council's representatives to the field, have been a wonderful service for Kentucky's communities and the Arts Council. Unfortunately, due to budget constraints we have had to reevaluate the current program structure and are in the process of reorganizing.

Although there will be many changes, we are committed to having field representatives in some capacity. Depending on available funds there will be two or three regions instead of the current five. Careful thought is being given to how this program should be restructured so we can continue to effectively and efficiently deliver services in every region of the state. The restructuring will give the Arts Council an opportunity to have a more focused plan for the technical assistance we are able to provide in each region.

We will send out notices to the field once the restructuring has taken place to advise constituents of the new regions and contact information for each newly assigned Circuit Rider. In the interim, please direct questions or requests for assistance to Community Arts Program Director Amber Luallen, [amber.luallen@ky.gov](mailto:amber.luallen@ky.gov) at 888-833-2787 ext. 4809.

## **CMP Announcements**

### **Links to Market Registration Forms and Instructions online**

This year we are offering links to Market Registration Forms and Instructions online. Please save this email, as the forms are only accessible by these links.

All forms and instructions are pdf documents, which means you must have Adobe Acrobat Reader installed on your computer to view them. If you do not have Acrobat Reader, you may follow the instructions on their website to easily download the software:  
<http://www.adobe.com/products/acrobat/readstep2.html>

You may download and save the Market registration forms to your computer, then fill them out at your convenience, print, and mail in with your payment.

#### **Deadline for Registration and Booth Deposit is October 1st.**

If you do not plan to exhibit at The Market, we hope you will consider volunteering. Volunteering at the Market is an excellent way to learn about the event, and your participation as a volunteer extends your active status as a juried participant for three years.

#### **Volunteer Registration Form:**

<http://ky.gov/agencies/crafts/Market2005/VolunteerSignupForm04.pdf>

#### **Kentucky Crafted: The Market 2005 - Exhibitor Instructions:**

<http://ky.gov/agencies/crafts/Market2005/ExhRegistrationInfo.pdf>

#### **Kentucky Craft Exhibitor Registration And Booth Fees -**

<http://ky.gov/agencies/crafts/Market2005/ExhRegForm-Craft04.pdf>

If you have difficulties with these forms, email back and I will help you access them online, or will mail you the information.

For questions about **market participation** contact:  
Connie Hicks  
Marketing Specialist  
Ext. 4814  
[Connie.Hicks@ky.gov](mailto:Connie.Hicks@ky.gov)

Marcie Christensen  
Information Systems Manager  
Kentucky Craft Marketing Program  
Old Capitol Annex - 2nd floor  
300 West Broadway  
Frankfort, KY 40601  
502-564-3757, ext 4823  
[marcie.christensen@ky.gov](mailto:marcie.christensen@ky.gov)  
[kycraft@ky.gov](mailto:kycraft@ky.gov)

For questions about **market volunteers** contact:  
Charla Reed  
Outreach & Training  
Ext. 4815  
[Charla.Reed@ky.gov](mailto:Charla.Reed@ky.gov)

## CALENDAR OF EVENTS

**South Carolina Artisans Center Holiday Craft Show**

**Call For Craftsmen:** The South Carolina Artisans Center is presenting the Holiday Craft Show at USC Salkehatchie in Walterboro on November 19-21. This event is a major regional craft show and sale and will be marketed throughout the Southeast. Applications are available for craftsmen who desire to participate in this highly anticipated show. This juried show is only open to three dimensional artists (craftsmen), i.e. jewelry, metal, fiber, wood-working, glass, weaving, clay, etc...). Artisans currently juried by the Artisans Center do not need to go through the jurying process and only need to complete application. For additional information and/or applications, contact the South Carolina Artisans Center at (843)549-0011 or email [artisan@lowcountry.com](mailto:artisan@lowcountry.com) **Deadline: September 30.**

## ARTFUL ARTISANS MARKET

Presented October 23-24 in the attractive Lexington Convention Center, Lexington, Kentucky. This event was formerly presented in Louisville in November. Awards for Special Merit and an exhibition area for award winners, demonstrations and gourmet food specialties. 10'x10' booth, fee \$245 se. **For applications, more detailed information and photos:** email your address to [hstevens@columbus.rr.com](mailto:hstevens@columbus.rr.com) or write Hal Stevens & Associates, P.O. Box 21882, Columbus, Ohio 43221.

Visit [www.halstevens.com](http://www.halstevens.com)

**Booth space is still available!**

HAL STEVENS & ASSOCIATES offers 5 quality art fairs in Lexington, Kentucky, Cleveland and Columbus, Ohio, and Ann Arbor, Michigan. As the founder and for many years the Director of the Ohio Designer Craftsmen fairs, including Winterfair, Hal Stevens has more than 25 years experience in presenting successful art fairs. The respectful, fair treatment of exhibiting artists has always been a high priority. The fairs are carefully juried and feature fine American craft as well as paintings, photography, prints and sculpture. You can count on a professional promotional campaign for each event that will include direct mail, extensive newspaper advertising, periodicals and free patron invitation cards furnished for exhibitor.

**State Library Services Kentucky Department for Libraries & Archives [www.kdla.ky.gov](http://www.kdla.ky.gov)**

Hello! The State Library would like to introduce titles available as resources on marketing. Complete details about these titles may be found in the online KDLA Catalog. If you wish to preview or reserve any of these materials, please contact us: By phone - (502) 564-8306 or 800-928-7000, ext. 342, or By email - <http://www.kdla.ky.gov/research/asklib.htm>. Materials may be picked up on site, delivered using Messenger Mail or regular mail. Sell: 25 Essentials on Selling (video; 15 min.) Video presents 25 ideas that will allow you to present, praise & promote your product. Strategies for Services: Marketing the Intangible (video; 60 min.) Discusses various aspects of marketing services, including : what is a service, growth of the service, economy, services vs. goods marketing, successful service strategies, and customer satisfaction. Marketing a Service (video; 33 min.) Looks at the experience of three very different organizations, the Automobile Association, the Co-op Bank and Amnesty International. It includes interviews with their staff and customers and a wide range of examples of both TV and print advertising. Marketing Your Small Business (video; 61 min.) Shows how successful small businesses are turning computer technology into marketing magic.



## New Juried Members Listed By County

### Bath

Lanette Freitag  
**Kentucky Wool Society, LLC**  
Sharpsburg, KY

### Boone County

Jeanette Landenwitch  
**JML Creations**  
Hebron, KY

### Bullitt County

Angela M. Arnett  
**Blue Moon Art**  
Shepherdsville, KY

Madonna Cash  
**Madonna G Cash**  
Shepherdsville, KY

### Fayette County

Dan Barnes  
**Barnes Upholstery and Stained Glass Design**  
Lexington, KY

### Franklin County

Jennifer Zingg  
**Designs by Jennifer Zingg**  
Frankfort, KY

### Garrard County

Joyce Marshall  
**Designs by J**  
Lancaster, KY

### Jefferson County

Lisa Austin  
**Lisa Austin**  
Louisville, KY

Dave Barker  
**Dave Barker**  
Louisville, KY

### Jefferson County con't

Carol Bean  
**18th Century Connection**  
Louisville, KY

Jo Ann Brennan  
**Phoenix Designs LLC**  
Louisville, KY

Lonnie Joe & Bobby Gayle  
Combs  
**Wooden Crafts**  
Fisherville, KY

Tomy Lee  
**Leecreate Studios, LLC**  
Louisville, KY

Natalie McCluggage  
**HardWear Studio**  
Louisville, KY

Cecilia Ridge  
**Blue Heron Farm**  
Fisherville, KY

Judy Riendeau  
**The Hungry Potter**  
Prospect, KY

Heidi Sanner  
**Candle Bee Farm, LLC**  
Fisherville, KY

Dinah Smiley  
**Through Dinah's Eyes**  
Louisville, KY

### Jessamine County

James Jones  
**Forge On Metalworks, LLC**  
Nicholasville, KY

### Lincoln County

James Reynolds  
**Cedar Ridge Furniture**  
Crab Orchard, KY

### Logan County

Morris Critchlow  
**The Box Joint**  
Auburn, KY

### Madison County

John Leeds  
**Underground Jewelry & Repair, Inc.**  
**DBA Leeds Fine Jewelry**

### Marshall County

Gary Petway  
**New Hope Shaker Shop**  
Calvert City, KY

### McCracken County

Philip Phillips  
**Dixie Leather Works**  
Paducah, KY

### McCreary County

Norma Walters  
**Bending Willow**  
Pine Knot, KY

### Mercer County

Mary Harter Alexander  
**Pieceful Hands Studio**  
Harrodsburg, KY

### Nelson County

Matthew Lee Gaddie  
**The Meadows**  
Bardstown, KY  
Richmond, KY

### Oldham County

Gregory Streif, Sr.  
**Memories Re-Turned**  
Crestwood, KY

### Pulaski County

Gina Eubank  
**Gina's Bee Lick Botanicals**  
Eubank, KY

Mark Eubank  
**Mark Eubank Dulcimers**  
Eubank, KY

### Scott County

Jamie Donaldson  
**Jamie Donaldson Woodturner**  
Georgetown, KY

### Shelby County

Jeanine Moneyppenny  
**Moss Hill LLC**  
Shelbyville, KY

### Warren County

Martin Hulsey  
**Jennings Creek Tin Shoppe**  
Bowling Green, KY